ASCEND.IO LEADERSHIP

- **Sean Knapp, CEO**
  - Co-founder, CTO & CPO @ Ooyala ('07-'15)
  - Led 200 person R&D org through $60M+ growth
  - Architected 4 generations of big data platforms
  - Orchestrated the $410M acquisition by Telstra
  - Web Search Frontend Lead @ Google ('04-07)
  - B.S. & M.S. in Computer Science from Stanford
- **Steven Parkes, Head of Technology**
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  - Building Big Data systems since 2001 @ IBM Research
  - PhD in Electrical Engineering from UIUC
  - B.S. & M.S. in Electrical Engineering from UC Davis
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  - VP, Product Management @ Guidewire ('03-'15)
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  - B.A. in Political Science from Yale, M.B.A. from Stanford

THE BIG DATA OPPORTUNITY

Lookout Series B, C, D, E, F $275.5M*	Hortonworks Series D $150M	cloudera Series A, B, C, D, E $141M	sumologic Series C, D, E $140M	CouchBase Series B, C, D, E, F $139M	rentlecorage Series C, D, E $81.7M	TRIFACTA Series A, B, C $76.3M
Savi Series B, C $67.5M	Qubit Series B, C $66M	AMOBEE Series A, B, C $54M	duetto Series B, C $51M	OPOWER Series C $50M	krux Series A, B $48M	PUBMATIC Series C $45M
altiscale Series A, B $42M	GOMDATA Series B, C $42M	RelateIQ Series A, B $29M	Origami Series A, B $24.3M	TERRACOTTA Series B $23.5M	Jut Series B $20M	Algolia Series A $18.3M
causata Series A, B $15.5M	Qlik Series A $12.5M	StreamSets Series A $12.5M	SelfScore Series A, B $12.35M	VARONIS Series B $10.14M	Lucit Technologies Series A $10M	BIG TUPLE Series A $5.8M

*Amounts sourced from Crunchbase inclusive of funding from all investors.

HISTORY TELLS US

COMPLEX TECHNOLOGIES GO MAINSTREAM WHEN THEY ABSTRACT AWAY THE COMPLEXITY AND BECOME ACCESSIBLE

EXAMPLES

- **Operating Systems**: Windows, iOS
- **Databases**: Oracle
- **Applications**: Excel, Powerpoint
- **Cloud**: AWS

ASCEND'S BET

- Early adopters are finding modest wins, demonstrating the potential, and they want more now
- Big data will continue to expand its presence across industries
- Big data tools will inevitably abstract the complexity away and make big data accessible to regular users
- **Ascend will be the platform to get them there**

ASCEND TARGETS

Company

- Fortune 2000
- Cloud friendly
- Existing investments in data
- Industry
  - Media
  - Consumer
  - Retail
  - Finance
  - IoT

Buyer

- Role
  - CIO/CTO/CDO/VPE
  - LoB head
- Pressures
  - Lack of big data experts
  - Too many pending projects
  - Migrating to cloud
  - Scaling data volumes from traditional systems
  - Future proofing
- Specific project as driver

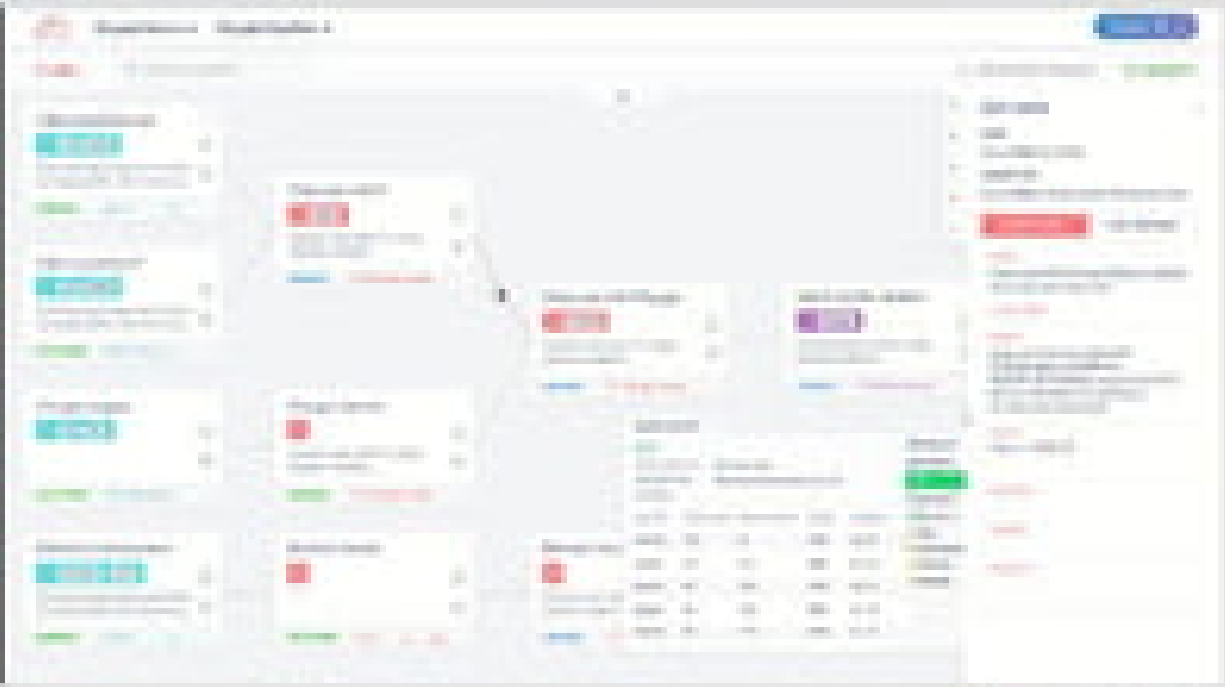
User

- Role
  - Non Big Data Developer
  - Data Engineer
  - Data Analyst
- Skillset
  - SQL
  - Data Modeling
  - Coding Optional

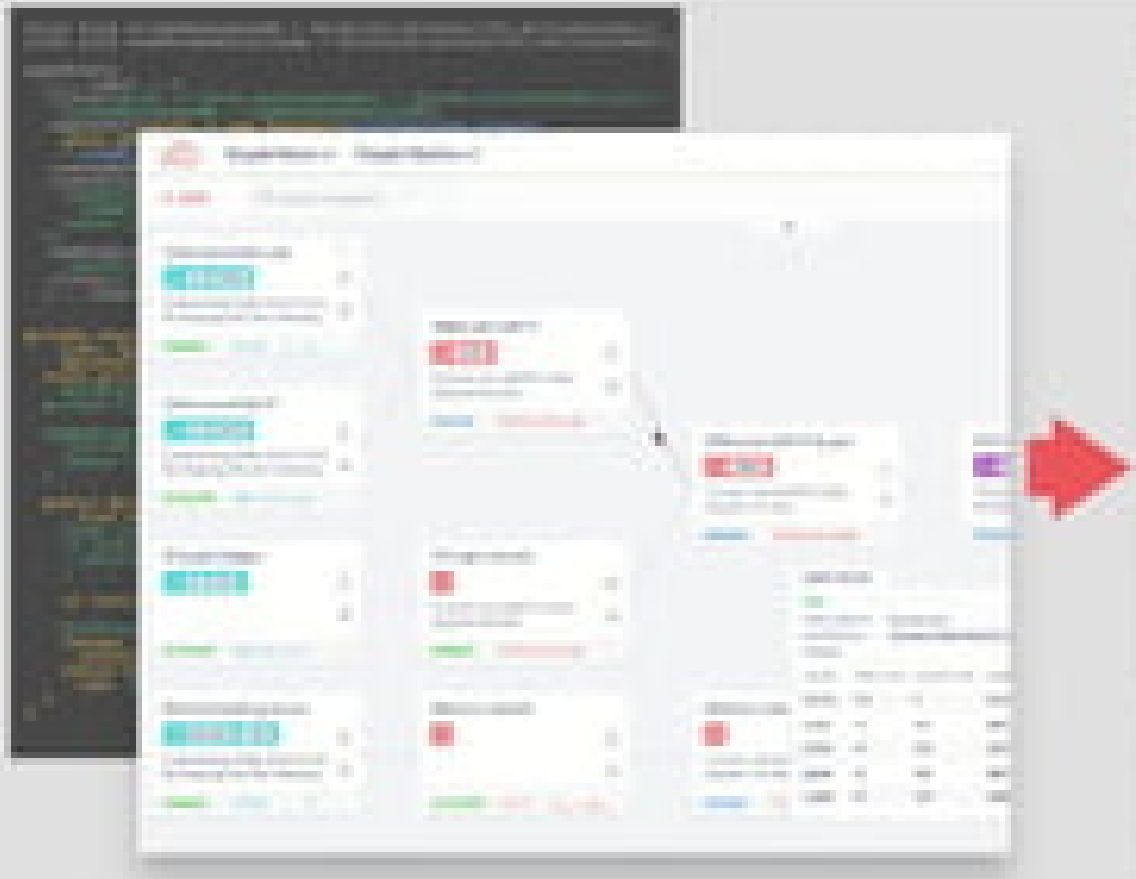
THE ASCEND PLATFORM

Ascend allows your team to focus on your business, while we automate the technology.

	You	Ascend
Business Logic	✓	
Integrate data sources		✓
Data De-Duplication		✓
Data Consistency		✓
Monitor for new data		✓
Schedule Jobs		✓
Monitor Jobs		✓
Commit Jobs		✓
Error Recovery		✓
Data Storage Format		✓
Data Partitioning		✓
Trigger Downstream		✓



HOW ASCEND WORKS



Data Modeling Interface
Users define business logic as higher-level models, called the Declarative Data Graph

Automation Engine
Ascend monitors for changes in data, translating business logic into new underlying tasks

Distributed Workers
Execute tasks and orchestrate underlying infrastructure

Processing Infrastructure
Existing big data infrastructure continues to perform the majority of data processing

COMPETITIVE ADVANTAGES

BUSINESS

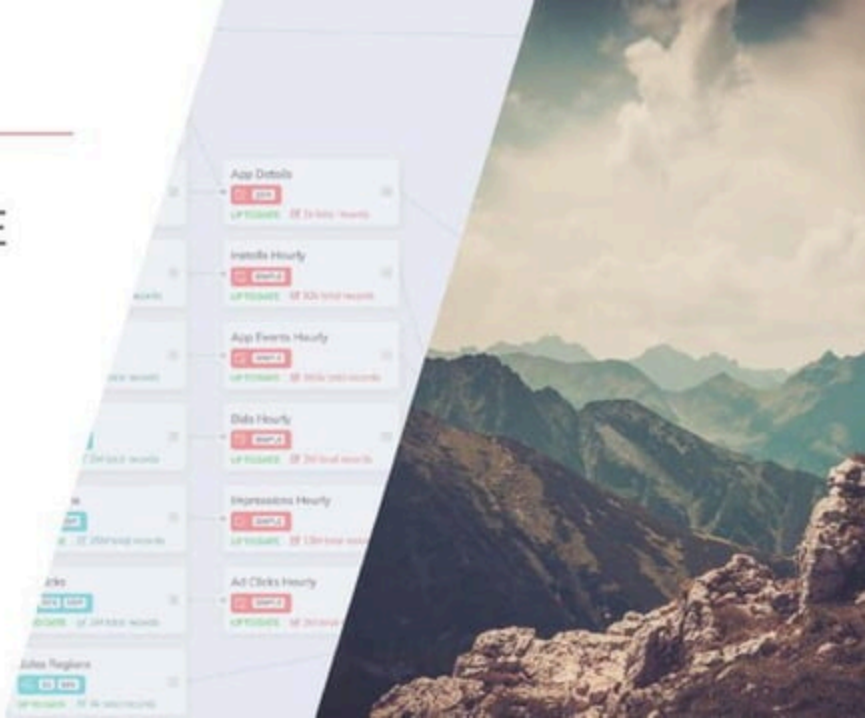
- Remove need for big data expertise
- Reduce project times by up to 90%
- Capture canonical knowledge for entire org
- Drive collaboration across teams
- Leverage existing big data investments

TECHNICAL

- Automated Big Data Operations: "design once, run forever"
- Non-Disruptive to existing Big Data systems
- Game-changing combination of ***mutable, persistent, and declarative***

ASCEND

ENTERPRISE INTELLIGENCE PLATFORM



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“ AS MORE ORGANIZATIONS INVEST IN BIG DATA, THE SHORTAGE OF AVAILABLE SKILLS AND CAPABILITIES WILL BECOME MORE ACUTE. ”

- Gartner Big Data Survey, Sep 2015

COMMON CHALLENGES

- "When using big data technology, things always take 10x longer."
- "The technologies are changing too fast and our teams don't understand them."
- "I have hundreds of engineers that understand SQL, and none that do Scala."
- "My Data Scientists are constantly being abused as Data Analysts."

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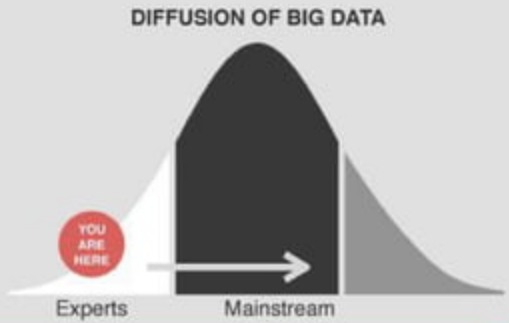

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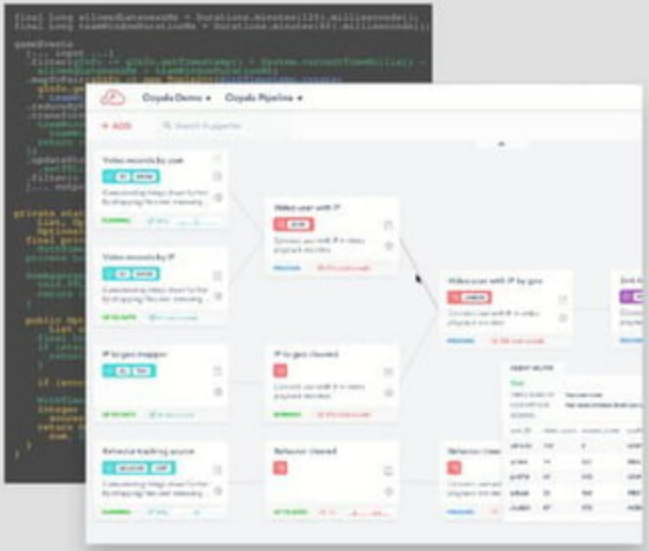

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LANDSCAPE

Category	Ascend Viewpoint
BI & OTHER TOOLS Domo, Tableau	Partners that sit downstream from Ascend. Strong lessons to be learned from this industry.
BIG DATA ORCHESTRATION TOOLS Cask, StreamSets	A natural next step, but the Imperative ("how") vs Declarative ("what") nature fundamentally limits mainstream usability.
OPEN SOURCE BIG DATA ECOSYSTEM Cloudera, Qubole, Databricks	Great technologies upon which we already, or will in the future, rely.
CLOUD Amazon, Microsoft, Google	Strong partner potential. Some risk of expanding product offerings in our direction.

BIG DATA IS SUCH A CLUSTER

SEE LIFE FROM THE TOP OF THE STACK WITH ASCEND.IO